TO Business

TORONTO Economic Development ...speaking with the business community

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In This Issue:

1. Message from Karen Thorne-Stone
2. Mission Builds European Alliances
3. Toronto Waterfront Revitalization Corporation (TWRC) Re-structured
4. New Structure for City administration
5. Union Station project
6. Clean and Beautiful City Initiative
7. Support for local film and television industry
8. 2,000 Expected at CoreNet Global Summit in Toronto
9. Toronto Marketing Initiatives Recognized
10. Small Business Forum Attracts 3,500
11. Toronto Board of Trade and North York Chamber Merge
12. Business Development News
13. Made in Canada
14. Aerospace Action Partnership Hard at Work
15. Businesses Receive Bicycle-friendly Awards
16. Design Workforce Essential to Competitiveness
17. Business Events
18. Contact Us

1. Message from Karen Thorne-Stone

Since the last newsletter, the economic development team has been busy with a number of exciting initiatives. Chief among these was the Mission to Europe led by Mayor Miller. The following article gives some details of this successful venture. I am pleased that we made the most of this opportunity to establish essential business contacts and to learn from the experience of others.

Investment and business development activity remains brisk, a vote of confidence in Toronto's competitive business advantages and services. Our efforts to market Toronto to a diverse range of audiences continue to pay dividends and have been recognized through a remarkable number of awards. As the year comes to a close I want to take this opportunity to wish each of you all the joys of the holiday season and to extend my best wishes for a year of unprecedented success in 2005.

Karen Thorne-Stone
Executive Director
Economic Development

BACK TO TOP

2. Mission Builds European Alliances

Noting that "Toronto has much in common with many European cities, but also much to learn from them," Mayor David Miller led Councillors and a delegation of 25 business representatives to Frankfurt, Berlin and Milan in early November to build alliances, learn from best practices and promote Toronto's competitive business advantages.

The Mission successfully solidified Toronto's growing influence on the world stage, clarified the city's critical advantage as gateway to North America and established beneficial alliances with European leaders in many fields.

Report from Frankfurt:

"We are ready to make connections and build relationships with Frankfurt's bio-tech sector." commented Mayor Miller following a visit to Frankfurt's Innovation Centre for Biotechnology. The centre which links financial, pharmaceutical and bio-technology sectors has much in common with Toronto's MaRS Discovery Centre, which will provide 1.2 million square feet of office and laboratory space to facilitate the commercialization of medical research. In subsequent meetings with Deutsche Bank and the Frankfurt Stock Exchange, the delegation highlighted Toronto's strength as the third largest concentration of financial services in North America. During a visit to the Frankfurt Fair Grounds, the delegation explored strategies for marketing trade shows. Mayor Miller and Frankfurt Mayor Petra Roth agreed to promote business, trade, tourism and cultural relations between the two cities and signed a formal city partnership to this effect.

Report from Berlin:

"As Toronto embarks on a transformation into a cultural capital of the 21st century, it's important to foster partnerships with cities like Berlin," noted Councillor Rae as he and Mayor Miller met with representatives of Berlin's cultural community as well as the Deputy Mayor of Berlin. Toronto's cultural industries employ 190,000 people and contribute $9 billion to Toronto's annual gross domestic product.

Report from Milan:

In Milan, the delegation promoted Toronto's competitive advantages in the North American market. The Mayor noted "It is 36 percent less costly to establish and operate a business in Toronto than in 8 other large North American urban areas."

Report from London:

Mayor Miller then travelled to London, where he addressed members of London's financial services sector and met with London Mayor David Livingstone. The two mayors discussed joint work on climate change and shared best practices on a wide range of subjects from public transit to waterfront redevelopment. The mayors took the opportunity to announce that Phil Jessup, executive director of the Toronto Atmospheric Fund (TAF) has been seconded to London to assist Mayor Livingstone in establishing the London Climate Change agency. Most importantly, Toronto was invited to join London's team of partner cities including New York, Paris, Tokyo, Rome and Berlin.
For more information on Toronto's International Alliance Programme please contact Christina Kakaflikas at ckakafl@toronto.ca

BACK TO TOP

3. Toronto Waterfront Revitalization Corporation (TWRC) Re-structured

Mayor David Miller would replace Robert Fung as Chair of the Toronto Waterfront Revitalization Corporation as part of a strategy recommended by Paula Dill Commissioner of Urban Development "to make progress happen on the waterfront". Toronto Economic Development Corporation (TEDCO) CEO Jeffrey Steiner agrees with the change. An "empowered" TWRC could remain a corporation established by the province, according to Dill's report or continue as a municipal corporation. Dill claims that elected officials on the board with the Mayor at the helm could "streamline the planning process" and communicate the City is "taking charge of its waterfront and removing barriers to implementation." Mayor Miler is quoted as saying "I want shovels

in the ground next year and the year after that."

BACK TO TOP

4. New structure for City administration

Toronto City Council approved a new organizational structure to take effect on April 15, 2005. The restructuring is designed to make the City's administration more accountable, responsive and flexible. The current Commissioner-led departmental structure will no longer be in place. The new structure strengthens the emphasis on public services, with 14 citizen-focused service units headed by General Managers. The current Chief Administrative Officer position will be re-titled City Manager. Management oversight will be strengthened by augmenting the City Manager's function with two Deputy City Manager positions and one Deputy City Manager/Chief Financial Officer position. The Deputy City Manager/CFO's management team will include a Treasurer to head up financial services and a Chief Corporate Officer, who will be in charge of most other internal services.

BACK TO TOP

5. Union Station project

Toronto City Council approved a master plan for the revitalization of Union Station. The master plan defines policies for restoring and developing the station, and sets out a series of next steps. Public input helped refine an earlier draft plan, resulting in this guiding document for the evolution of the historic transportation hub in downtown Toronto. In May, Council reached an agreement with a private sector consortium -- the Union Pearson Group -- to restore, develop and operate Union Station on behalf of the City of Toronto. Work is expected to begin about a year from now.

BACK TO TOP

6.Clean and Beautiful City Initiative

Toronto City Council approved an action plan to augment current efforts to make Toronto a clean and beautiful city -- one of Council's priorities for its 2003 to 2006 term of office. The five-point action plan organizes an evolving list of about 50 public and private initiatives into five key actions, captured in the slogan Sweep It, Design It, Grow It, Build It, Celebrate It. "Sweep It" refers to actions such as litter removal and bylaw enforcement to achieve a clean city. "Design It" involves readying projects for delivery. "Grow It" refers to efforts involving parks, gardens, ravines and trees. "Build It" refers to the construction phase of building projects. "Celebrate It" alludes to recognizing the achievements of the Toronto Public Service, the community and the private sector in beautifying Toronto.

BACK TO TOP

7. Support for local film and television industry

Toronto City Council agreed to establish a Film Board chaired by Mayor David Miller as one of several steps intended to help keep Toronto's film and television industry competitive. The City will also establish an interdepartmental working group of senior staff to address daily operational issues, and to make it simpler for production companies to shoot in Toronto. The Toronto film, television and commercial production industry contributes about more than a billion dollars to the local economy annually and employs thousands of people. Since 2000, however, the local industry has faced a decline in production numbers.

8. 2,000 Expected at CoreNet Global Summit in Toronto

Some 2,000 influential investment decision-makers are expected to attend CoreNet Global's 2005 Spring Global Summit, a case study-based learning conference being held in Toronto next April. CoreNet Global is the world's leading association of corporate real estate executives and service providers. The Summit will highlight best practices and arm corporate real estate executives and site selectors with tools to manage effectively in a changing economy. Rudy Giuliani is the first keynote speaker announced for the conference. He will share some of the important lessons learned during a lifetime of public service. The City of Toronto is the lead host committee sponsor and organizer of the Summit.
For more information, contact Ron Wandel at rwandel@toronto.ca

BACK TO TOP

9. Toronto Marketing Initiatives Recognized

In the last TOBusiness Issue #6 it was announced that Toronto Economic Development has developed new products to market Toronto as a primary destination for business investment and success. Among these new products are Toronto. the place to live. work. invest, a user-friendly CD outlining Toronto's competitive advantages; a promotional "film cube" showcasing photos of Toronto film locations; and a series of brochures outlining the city's main business sectors. All three products received highly coveted marketing awards from the Economic Developers Association of Canada (EDAC). In addition to winning awards within their budget categories and for all budget categories the Sector package was selected as Best of Show in the annual Marketing Canada Awards. In competition earlier this year, a CD-ROM promoting Toronto's film industry won the 2004 Astrid Design Excellence Silver Award. Most importantly, this recognition confirms Toronto's success in sharing business information.
To obtain these materials contact Carl Knipfel at cknipfel@toronto.ca

BACK TO TOP

10. Small Business Forum Attracts 3,500

Over 3,500 small business owners attended Enterprise Toronto's 4th Small Business Forum at the Toronto Convention Centre in late September. The annual Forum, which this year brought together 38 seminars, 22 round-table discussions and 95 exhibitors under one roof, now ranks as the most important small business event in the GTA. Building on this year's success, Enterprise Toronto is now planning the 5th Forum for 2005.
For more information on the Forum contact George Wheeler at gwheeler@toronto.ca

BACK TO TOP

11. Toronto Board of Trade and North York Chamber Merge

The Toronto Board of Trade and North York Chamber announced in November that they will merge to create one large organization. In a joint statement, the organizations explained that North York Chamber members will now enjoy Toronto Board membership, while Board members in the North York area will gain access to local events and programs created by the Chamber. "This merger means that both of our organizations will be able to offer better services to more people than ever," said Board Chair Paul Evans.

BACK TO TOP

12. Business Development News

ADM Stainless Inc. has announced plans to erect a new, larger manufacturing facility at 197 Queens Plate Drive in Toronto. The state-of-the-art manufacturing facility will allow ADM Stainless Inc., to expand manufacturing facilities and, in the interim, allow it to reduce the cost of its product by the addition of more computerized numerical controlled (CNC) equipment.
For more information on the contact Frank Bedard at fgbedard@toronto.ca

Giffels Design-Build: As part of the largest industrial expansion in Toronto, two speculative buildings 138,172 sq. ft. and 38,008 sq.ft. in size, are nearing completion at 420 Nugget Avenue.
For more information contact Ron Rea at rae@toronto.ca

Atlantic Packaging will substantially increase its recycling initiatives and significantly increase its presence in national and international markets, as the result of a two-phase, $3,500,000 expansion at its 333 Progress Avenue headquarters.
For more information contact Ron Rea at rae@toronto.ca

Drake Hotel: In 2001, the Drake Hotel at 1150 Queen Street West was in desperate need of refurbishing. Since that time, the energy, enthusiasm and $6 million investment of Jeff Stober has transformed this property into "the place to be" boutique hotel.
For more information contact Elizabeth Sissakis at esissaki@toronto.ca

Risk Management Alternatives, with headquarters at 60 Adelaide Street East, has expanded its Toronto operation with a new Customer Service Centre at 3080 Yonge Street. The centre will employ 250 employees.
For more information contact George Spezza at gspezza@toronto.ca

J & A Media Services, a media monitoring and news analyst organization is relocating its head office from Thornhill to Toronto. The 16,700-sq. ft., two-storey office building will house the company's 50 employees.
For more information contact John Alderdice at jalderd@toronto.ca

TEDCO Purchases 40-acre site In an effort to rejuvenate the "New Toronto" Employment Area, The Toronto Economic Development Corporation (TEDCO) has purchased a 40-acre brownfield site in South Etobicoke. TEDCO plans to clean up the site and enter into long-term lease agreements with potential users.
For more information contact Judy Dunstan at jdunstan@toronto.ca

BACK TO TOP

13. Made in Canada

The Italian Chamber of Commerce – Toronto, together with HSBC Bank of Canada launched Made in Canada: The Italian Way a hands-on look at the perseverance and determination of the Italian Canadian community. The book contains a series of interviews with successful Canadian entrepreneurs of Italian origin including: Domenic D'Alessandro, Joe Vitale, Joe Zanchin, Gabriella Martinelli, Fred De Gasperis and many more. "The individuals profiled in this publication overcame great obstacles in moving to a new country, learning a new language and navigating an unfamiliar economy to successfully start a new business," said Lindsay Gordon, President and CEO of HSBC Bank Canada.
For more information contact Corrado Paina, Deputy Director, Italian Chamber of Commerce – Toronto paina@italchambers.ca.

BACK TO TOP

14. Aerospace Action Partnership Hard at Work

On December 7, 2004, Mayor David Miller and Councillor Maria Augimeri, Chair of the Aerospace Action Partnership, joined with aerospace industry representatives to promote Toronto as the ideal site to assemble Bombardier's new CSeries jets. Bringing the Bombardier CSeries commercial jet aircraft final assembly to Toronto would be a huge boost to Ontario's aerospace industry, creating about 2,500 jobs and securing the region's place at the forefront of the next generation of commercial jet technology. "Overall, the Ontario aerospace industry could add 20,000 jobs and grow by more than $10 billion over the next 10 years. Bringing the CSeries to Toronto is an immensely important factor in driving that growth," said Rod Jones, Executive Director of the Ontario Aerospace Council.
The Aerospace Action Partnership, a strategic initiative to promote the health and growth of the aerospace industry in Toronto and Ontario held its inaugural meeting in October. The partnership's role is to build the profile and increase awareness of, the importance of the aerospace sector to the city, the province and the country. The Partnership and its members will advocate for the development of policies and programming to support sustainable growth of the industry and provide strategic direction for the development of the Toronto Region Aerospace Strategy.
The Aerospace Action Partnership believes that the industry has significant growth potential and has set aggressive targets for the next decade. By 2015, the industry aims to: triple aircraft assembly; double mandates for systems integration; triple engineered product firms; double the knowledge of workers engaged in life-long learning; and increase revenues, jobs, and exports by at least 50 per cent.

For more information on the Aerospace Action Partnership contact Frank Bedard at fgbedard@toronto.ca

BACK TO TOP

15. Businesses Receive Bicycle-friendly Awards

Toronto's Bicycle-friendly Awards recognize businesses that promote cycling for a healthy city. The winners this year include Canadian Broadcasting Corporation (CBC); International Financial Data Services; Jet Fuel Coffee Shop; Quadrangle Architects Limited; Ticketmaster; Toronto and Region Conservation Authority; and the University Health Network. Congratulations to all the winners for their contribution to the quality of our City.
For more information call, visit www.toronto.ca/cycling

BACK TO TOP

16. Design Workforce Essential to Competitiveness

According to Design Matters, a study conducted by the Design Industry Advisory Committee (DIAC), Ontario's 40,000 designers can make companies more competitive. The study, funded by Human Resources and Skills Development Canada (HRSDC), found that Toronto, with more than 25,000 designers, has the largest design workforce in Canada and the third largest in North America after New York and Boston. Six disciplines – architecture, landscape architecture, graphic, interior, industrial and fashion design – were covered in the study, which found that the potential contribution of this workforce is yet to be fully realized. Among initiatives proposed by the study are creation of a brand strategy to clearly articulate the unique strengths of the sector and development of a government design policy to maximize use of design resources for economic advantage.

To learn more about the Toronto's design sector contact Laurie Belzak lbelzak@toronto.ca

To obtain a copy of the study visit the Design Exchange website www.dx.org/diac

BACK TO TOP

17. Business Events

ET Seminars
Enterprise Toronto offers regular seminars on a wide range of subjects such as Developing a Business Plan and Internet Resources for Small Business. Seminars are held on selected dates from 7:30am-9:00am at Enterprise Toronto Centres conveniently located at Toronto City Hall, North York City and the Scarborough Town Centre. For a current schedule, call (416) 395-7416 or visit www.enterprisetoronto.com

WINTERCITY Fashion + Food Experience
February 5, 2005 10 a.m. & 1:00 p.m. The Drake Hotel 1150 Queen Street West. Enjoy mini brunch meals and shop for original designs by 18 new Canadian designers from the Fashion Incubator. For Advance Tickets call 416 531-5042 ext. 113 or ext. 228 For more information on this event or Toronto's fashion sector, contact Laurie Belzak at lbelzak@toronto.ca

WINTERCITY Dinner + A Gift
February 7 & 8, 2005 Lee Restaurant 603 King Street West Enjoy a four- course meal by one of Canada's foremost chefs, Susur Lee and receive a $60.00 gift certificate to spend at select Canadian design retailers on Queen West. For advance tickets call 416 504-7867. For more information on this event or Toronto's fashion sector, contact Laurie Belzak at lbelzak@toronto.ca

BACK TO TOP

Thanks to our Contributors

We appreciate the assistance of the following people for kindly contributing ideas for this issue of TO business:

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and George Wheeler.

18. Contact Us

We are interested in your feedback. Contact us at cknipfel@toronto.ca with ideas for future newsletter topics, questions about issues raised, or to add names to our distribution list.

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BackTo Top